

**METHOD OF GATHERING LOCAL DEMAND DATA  
FOR ENTERTAINMENT PERFORMANCES**

**ABSTRACT OF THE DISCLOSURE**

Indications of consumer demand for local presentation of entertainment performances in geographic areas are gathered via the Internet. Contact information, consumer preferences, and demographic information may also be collected from consumers. The information may be stored in a database or databases. The demand information is made available to individuals and companies which produce, promote, distribute, sell and host shows as well as the performers and their representatives. Demographic, lifestyle, and voter preference information, coupled with voter entertainment demand, geographic location, and contact information, may be used by the database owner, on behalf of third parties, to provide promotional and advertising messages to voters, to provide product and service offers to voters, and to conduct custom research studies. Demographic, lifestyle, and voter preference information, coupled with voter entertainment demand, and geographic location is provided, in aggregate, to consumer products, consumer services, and advertising companies as a tool to assist in formulating advertising and marketing strategies.